

Methodology Note:
Survey conducted 9/23 – 10/2 via phones and text-to-web with 1800 registered voters who identify as Hispanic or Latino nationally. The sample was weighted to match the composition of registered voters modeled as Latino by state, gender, age, education, vote history, voter registration date, VCH score, and 2024 vote recall. The sample was also weighted by age, education, 2024 vote recall by gender, congressional district, and geography, to match the composition of registered voters modeled as Latino in each state with a sample size over 200 and in the Mid-Atlantic region (DE, MD, PA, NJ, and NY) and the Southwest region (AZ, CO, NM, and NV). Language of interview, place of origin, education and other variables were monitored during the fielding. The survey was conducted in English and Spanish, according to the respondent's preference. MoE is ~2.3% for the full sample, ~6.8% for FL, the Mid-Atlantic, and Mountain West, ~5.5% for TX, and ~4.6% for CA.

Q.2 Did I reach you on a cell phone?

	Total[1]
Yes	96
No	4
(Don't know/refused)	1
(ref:CELL)	

Listed respondent

	Total
Listed respondent	82
Not listed respondent	18
(ref:LISTED)	

Q.4 Would you prefer to take this survey in English or Spanish?

	Total
English	88
Spanish	12
(ref:LANG)	

[1] Some responses may not total exactly 100% due to rounding

Q.5 In what state are you registered to vote?

	Total
AL	0
AR	0
AZ	4
CA	25
CO	3
CT	2
DE	0
FL	11
GA	2
HI	0
IA	0
ID	0
IL	4
IN	0
KS	1
KY	0
LA	1
MA	1
MD	1
MI	0
MN	1
MO	1
MS	0
MT	0
NC	2
ND	.
NE	0
NH	0
NJ	3
NM	2
NV	2
NY	7
OH	0
OK	0
OR	1
PA	2
RI	1
SC	1
SD	0
TN	0
TX	17
UT	0
VA	1
WA	1
WI	1
WY	0

(ref:STATE2)

Q.7 Are you of Hispanic, Latino, or Spanish origin or descent?

	Total
Yes	100
No	-
(Don't know/refused)	-
(ref:RACE2)	

Q.8 From which country or territory does your family trace their heritage?

	Total
Cuba	6
Mexico	48
Puerto Rico	12
El Salvador	2
Nicaragua	1
Guatemala	1
Honduras	1
Panama	0
Belize	0
Costa Rica	1
Dominican Republic	5
Brazil	0
Argentina	1
Peru	2
Ecuador	1
Venezuela	1
Colombia	2
Bolivia	1
Uruguay	0
Paraguay	0
Chile	0
Spain	8
Portugal	1
Other	9
(Don't know/refused)	6
(ref:ORIGIN)	

Q.9 If you had to pick, what would you say is the most important issue facing the U.S. today?

	Total
Immigration/deportations and ICE	12
Border/illegal immigration	4
Economy/jobs	29
Cost of living/prices/inflation	32
Income and wealth inequality	4
Democracy/Abuse of Power/Gov't Overreach	9
Health care	5
Racism/discrimination	4
Education/schools	3
Women's rights/abortion	1
LGBTQ issues	0
Trump/MAGA Republicans	6
Political division or polarization/discontent with politics	5
Democrats/liberals	3
Taxes, debt/spending, and gov't benefits	4
Tariffs/trade	0
Crime/violence/public safety	3
Law enforcement/police issues	0
Gun control	0
National security/foreign affairs/war	8
Climate change/environment	1
AI/data centers	4
Other	6
Don't know/No answer	1

(ref:CONC)

Q.10 And if the November 2026 election for U.S. Congress were held today, for whom would you vote - the Democratic candidate or the Republican candidate in your district?

	Total
Democratic candidate	52
Lean Democratic candidate	5
Republican candidate	27
Lean Republican candidate	3
(Don't know/refused)	8
(Someone else)	4
Total Democratic candidate	**57**
Total Republican candidate	**31**
Democratic candidate - Republican candidate	**26**

(ref:CONGVOTE)

(443 respondents)

Q.12 (CA ONLY) If the election for Governor were held today, for whom would you vote, Democrat Xavier Becerra or Republican Steve Hilton?

	Total
Xavier Becerra	59
Lean Xavier Becerra	2
Steve Hilton	28
Lean Steve Hilton	1
(Someone else)	4
(Undecided)	4
(Refused)	2
Total Xavier Becerra	**61**
Total Steve Hilton	**29**
Xavier Becerra - Steve Hilton	**31**

(ref:GOVVOTE)

(315 respondents)

Q.14 (TX ONLY) If the election for Governor were held today, for whom would you vote, Democrat Gina Hinojosa or Republican Greg Abbott?

	Total
Gina Hinojosa	55
Lean Gina Hinojosa	4
Greg Abbott	33
Lean Greg Abbott	1
(Someone else)	2
(Undecided)	2
(Refused)	2
Total Gina Hinojosa	**59**
Total Greg Abbott	**34**
Gina Hinojosa - Greg Abbott	**25**

(ref:TXGOV)

(315 respondents)

Q.16 (TX ONLY) If the election for Senate were held today, for whom would you vote, Democrat James Talarico or Republican Ken Paxton?

	Total
James Talarico	59
Lean James Talarico	1
Ken Paxton	31
Lean Ken Paxton	1
(Someone else)	1
(Undecided)	3
(Refused)	3
Total James Talarico	**60**
Total Ken Paxton	**33**
James Talarico - Ken Paxton	**27**

(ref:SENVOTE1)

Q.18 What are the chances that you will vote in November's election -- are you almost certain to vote, will you probably vote, are the chances 50-50, or do you think you won't vote?

	Total
Almost certain	74
Probably	8
50-50	12
Will not vote	4
(Don't know/refused)	2

(ref:WILLVOTE)

Q.19 Thinking back to the election for President in 2024, for whom did you vote in the race for President - Democrat Kamala Harris or Republican Donald Trump?

	Total
Kamala Harris	46
Donald Trump	37
(Someone else)	3
(Did not vote in this race)	10
(Refused)	3

(ref:PRESVOT3)

Matched 2024 vote recall[2]

	Total
Matched recall Harris	40
Matched recall Trump	33
Matched recall Someone else	2
Matched recall Did not vote in this	20
Matched recall Refused	5
Matched recall Harris - Trump	**6**

(ref: MTCHVOTE)

Q.20 Thinking about the people in your life that you interact with regularly, such as friends, family members and co-workers, do you think most of them are supporting the Democratic candidate or the Republican candidate in their district in the midterm election?

	Total
Democratic candidate	49
Republican candidate	22
(Mixed/evenly divided)	16
(Don't discuss politics)	5
(Don't know/refused)	8

(ref:EXPERIE)

[2] Vote history was corrected based on voter-file matching. Respondents who were matched to the file and whose file indicated they did not vote were categorized in the did not vote bucket. Unmatched voters were categorized based on self-reported behavior.

Q.21 Now I'd like you to rate your feelings toward some people or organizations. Please tell me if you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so.

	Strng Fav	Smwt Fav	Smwt Unfav	Strng Unfav	(Never heard)	(DK/ Ref)	Total Fav	Total Unfav	Favor - Unfav
21 Donald Trump	19	10	9	56	0	5	**30**	**65**	**-35**
22 The Democratic Party	25	29	13	25	1	8	**54**	**37**	**17**
23 The Republican Party	18	16	17	40	1	7	**34**	**58**	**-23**
24 The Democratic Socialists of America, or DSA (ref:FAV)	18	19	7	28	15	13	**37**	**35**	**2**

Q.25 Please tell me whether you approve or disapprove of the job Donald Trump is doing handling each of the following issues.

	Strng apprv	Smwt apprv	Smwt disap	Strng disap	(Nthr)	(DK engh)	(Ref)	Total Apprv	Total Disap	Apprv - Disap
25 His job as President	18	12	7	58	2	1	2	**30**	**65**	**-35**
26 The economy	12	12	10	62	1	1	2	**24**	**72**	**-48**
27 Cost of living	10	9	11	65	3	1	2	**19**	**76**	**-57**
28 Immigration	23	8	11	54	2	1	2	**31**	**65**	**-34**
29 Border security	30	11	12	41	3	2	2	**41**	**53**	**-12**
30 Conflict with Iran (ref:ISSJOB)	16	8	9	61	1	3	2	**24**	**70**	**-46**

Q.31 Now, I'm going to read you a list of issues. For each one, please tell me which political party, the Democrats or the Republicans, you trust more to handle each issue.

	Dem Much More	Dem Smwt More	Rep Smwt More	Rep Much More	(Both)	(Neither)	(DK/ Ref)	Total Dem	Total Rep	Dem - Rep
31 The economy	32	21	11	22	1	8	3	**54**	**33**	**21**
32 The cost of living	34	21	11	19	2	9	4	**56**	**31**	**25**
33 Immigration	32	21	10	25	2	6	4	**53**	**35**	**18**
34 Border security	25	19	14	29	2	6	5	**44**	**43**	**1**
35 Health care	42	19	8	18	2	9	3	**60**	**26**	**34**
36 (SPLIT A) Artificial Intelligence, or AI	23	21	9	19	3	17	9	**44**	**28**	**16**
37 (SPLIT B) AI data centers	24	19	10	15	2	18	11	**43**	**25**	**17**
38 (SPLIT A) Trans issues	30	16	8	26	2	9	9	**47**	**34**	**13**
39 (SPLIT B) Children's safety (ref:TRUST)	34	17	7	25	3	8	6	**51**	**33**	**18**

Q.40 Now, let me read you some statements made about the economy. Please tell me whether you agree more with the first statement or the second statement, even if neither is exactly right.

> *(STATEMENT A) Trump and Republicans inherited a failing economy from Biden. They are working on bringing prices down for hardworking Americans, and we should give them more time to get it done.*
>
> *(STATEMENT B) Trump and Republicans promised to bring prices down on day one and they have failed to deliver. We should elect Democrats to Congress to shift the focus to lowering the cost of living for hardworking Americans.*

Do you agree more with the first statement or the second statement?

	Total
Statement A much more	22
Statement A somewhat more	10
Statement B somewhat more	14
Statement B much more	44
(Both)	1
(Neither)	5
(Don't know/refused)	3
Total Statement A more	**32**
Total Statement B more	**58**
Statement A - Statement B	**-26**

(ref:PRICES)

Q.41 (SPLIT A) As you may have heard, there are some candidates running for office who support policies like healthcare for all, paid family leave for all workers, and high-quality free public education for all. Do you think the Democratic party should embrace these policies, or reject these policies?

	Total
Embrace much more	53
Embrace somewhat more	19
Reject somewhat more	6
Reject much more	13
(Both)	1
(Neither)	3
(Don't know/refused)	6
Embrace more	**72**
Reject more	**19**
Embrace - Reject	**53**

(ref:DSA1)

Q.42 (SPLIT B) As you may have heard, there are some candidates running for office who identify as Democratic Socialists. The Democratic Socialists of America or DSA support policies like healthcare for all, paid family leave for all workers, and high-quality free public education for all. Do you think the Democratic party should embrace these policies, or reject these policies?

	Total
Embrace much more	39
Embrace somewhat more	21
Reject somewhat more	6
Reject much more	22
(Both)	1
(Neither)	2
(Don't know/refused)	8
Embrace more	**60**
Reject more	**28**
Embrace - Reject	**32**

(ref:DSA2)

Q.43 In the last few months, has a campaign or organization contacted you about the November election?

	Total
Yes, I have been contacted this year	35
No, I have not been contacted this year	60
(Don't know/refused)	5
(ref:CONTACT)	

(633 respondents)

Q.44 (IF YES IN Q.43) Which of the following organizations or parties has contacted you?

	Total
The Democratic party	62
The Republican party	44
A nonpartisan or independent organization	26
(Don't know/refused)	8
(ref:PTYCONT)	

(633 respondents)

Q.45 (IF YES IN Q.43) And in which language have they contacted you?

	Total
English	94
Spanish	19
(Don't remember)	1
(Don't know/refused)	1
(ref:CONTLANG)	

Q.46 Thinking in ideological terms, would you say that you are Liberal, Moderate, or Conservative?

	Total
Liberal	29
Moderate	29
Conservative	33
(Don't know/refused)	9
(ref:IDEO1)	

Q.47 Generally speaking, do you think of yourself as a Republican, a Democrat or what?

	Total
Strong Democrat	25
Weak Democrat	18
Independent-lean Democrat	11
Independent	8
Independent-lean Republican	8
Weak Republican	8
Strong Republican	18
(Don't know/refused)	4
Democrat	**42**
Independent	**28**
Republican	**26**

(ref:PTYID1)

Q.50 We're almost done and I have just a few questions for statistical purposes. In what year were you born?

	Total
18-29	22
30-39	20
40-49	17
50-64	22
65 and over	19
(Refused)	.

(ref:AGE2)

Q.52 What is the last year of school that you completed?

	Total
Did not complete high school	6
High School graduate	28
Trade/technical/vocational/associates' degree/some college	34
College graduate	18
Graduate school	11
(Don't know/refused)	3
H.S. or less	**34**
Post H.S.	**34**
College graduate	**29**

(ref:EDUC)

Q.53 Are you or is anyone in your household a member of a labor union?

	Total
Yes, I personally am a member	7
Yes, someone in my household is a member	7
Yes, both myself and someone else in my household	2
No	80
(Don't know/refused)	4

(ref:UNION)

Q.54 Were you born on the United States mainland, on the island of Puerto Rico, or in another country?

	Total
United States	69
Puerto Rico	6
Another country	20
(Don't know/refused)	5

(ref:GENERATI)

(1248 respondents)

Q.55 (IF UNITED STATES IN GENERATI) Were either of your parents born on the island of Puerto Rico or in another country? (IF YES) Is that Puerto Rico or another country? (IF NO) So both parents were born on the mainland?

	Total
Yes, Puerto Rico	8
Yes, another country	37
Yes, both Puerto Rico and another country	4
No, both parents born on the mainland	46
(Don't know/refused)	5

(ref:GENERAT2)

Q.56 How well, if at all, would you say you can carry on a conversation in Spanish, both understanding and speaking?

	Total
Very well	52
Pretty well	21
Just a little	17
Not at all	8
(Don't know/refused)	1

(ref:RACE4)

Q.57 How well, if at all, would you say you can carry on a conversation in English, both understanding and speaking?

	Total
Very well	81
Pretty well	10
Just a little	6
Not at all	2
(Don't know/refused)	2

(ref:RACE5)

Q.58 And what is your gender?

	Total
Male	44
Female	54
Other	1
(Don't know/refused)	1

(ref:GENDER)